

Foshan

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Foshan

With a population of 9.6 million (2022), Foshan is located in the Pearl River Delta in southern China and is part of the Greater Bay Area – a grouping of a number of cities in Guangdong province together with Hong Kong and Macao. The city is also part of the Guangzhou-Foshan integration plan and is a vital hub along the Belt and Road Initiative (BRI) due to its geographical and commercial strengths. The Guangzhou-Shenzhen high-speed railway line and the Guangzhou-Zhuhai intercity line connect Foshan to Hong Kong and Macao in what is referred to as a ‘one-hour transportation circle’.



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¥ THE LOCAL ECONOMY

Foshan's GDP surpassed the symbolic CNY ¥1 trillion mark in 2019, making it the third city in Guangdong province to do so after Guangzhou and Shenzhen. It then hit CNY ¥1.27 trillion (£137.27 billion) in 2022, reflecting in part the continuing strength of the city's manufacturing sector. With the implementation of the nationwide Made in China 2025 industrial policy – designed to transform China into a global manufacturing power rather than a mere ‘factory of the world’ and in the process to influence international standards and supply chains – and the Chinese government's announcement of the 14th Five-Year Plan in 2021, formulated to guide economic, social and environmental development in the period 2021-2025, Foshan is set to move towards digitalising and upgrading its manufacturing capabilities as well as to branch out further into the service sector.

LOCAL CULTURE AND ARTS

Silk production, handicrafts, folk arts, martial arts and Cantonese opera have all been part of cultural life in Foshan for hundreds of years, with this cultural heritage celebrated in Foshan's many state-owned and private museums. Indeed, following a drive by the local government, there are now more museums in Foshan than ever before – around 250 when also counting those under construction. Foshan's museums also adapted well to the Covid-19 pandemic, with many of them creating online archives or digital exhibitions to stay connected with their audiences.



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He Art Museum

6 Yixing Road, Beijiao New Town, Shunde

The He Art Museum (HEM), a family-established and non-profit organisation, is located in Shunde, Guangdong and was designed by Tadao Ando. It has a strong focus on culture and the arts in modern and contemporary times, especially those with an international perspective. HEM presents captivating and fascinating exhibitions alongside a range of diverse cultural activities, so as to establish a hub to communicate and explore values and concepts of cross-cultural exchange. It demonstrates its values and mission to bring art to life through offering a multi-dimensional experience, and presents five to eight art exhibitions on different themes each year.

HEM’s areas of focus are:

- museum collections
- emerging forces in Chinese art
- influential foreign artists.

YEAR OF OPENING	2020	TICKET PRICE	£11–25
BUSINESS MODEL	Non-profit	LEADERSHIP	Jianfeng He
EXHIBITION SPACE	8,000m² over four floors (including an education space of 500m²)		
ACCESSIBILITY	Accessible ramp ✕ Lift and stairs ✓	Wheelchair accessible toilet ✓	



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INTERNATIONAL COLLABORATION

Roni Horn: A Dream Dreamt, in a Dreaming World is Not Really a Dream... But a Dream Not Dreamt is

7 June – 19 November 2023

Co-curated by the artist and HEM, this exhibition was Roni Horn's largest solo exhibition in Asia, presenting 50 representative works from the artist’s career.

Beyond: Tadao Ando and Art

30 March – 21 September 2021

With support from Tadao Ando Architect & Associates, this was Tadao Ando’s first art exhibition to shed light on his artistic journey and how he works to transcend aspiration. The exhibition was split into three chapters – *Beyond Art*, *Beyond Light* and *Beyond Ando* – and was the first time that the links between his inspirations and ideas and his creations were uncovered. It featured exhibits by some of the greatest artists in history with personal and professional connections to Tadao Ando, and at the same time acted as the museum’s launch exhibition. The same exhibition also featured artworks by British artists including Richard Long, Damien Hirst and Anish Kapoor.



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AVERAGE VISITOR
NUMBER PER MONTH

20,000

WEIBO FOLLOWERS
WECHAT FOLLOWERS

18,000

260,000

ONLINE ENGAGEMENT HIGHLIGHT

In March and April 2022, HEM initiated its #ON-OFF-2022 campaign, inviting followers to share their experiences of the Covid pandemic and respond to questions such as ‘What are you missing the most?’ and ‘What do you hope to change in the future?’, as well as to share their exhibition experiences. The competition generated 1,761 reposts on social media and the five most popular responses online won museum tickets.